



**MONARCH  
MARKING SYSTEMS**

DAYTON, OHIO 45412

A Subsidiary of Pitney-Bowes



**FIRST CLASS MAIL**

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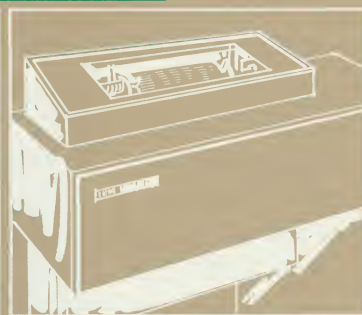
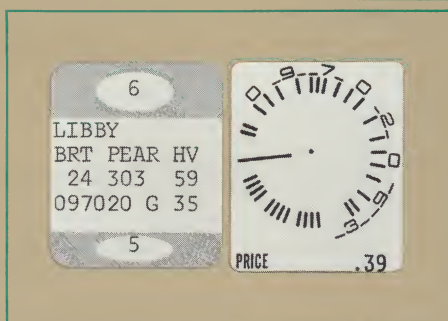
**INFORMATION YOU REQUESTED**



**ROTOMARK**

**EDP SYSTEMS**

*...a new system of inventory management*



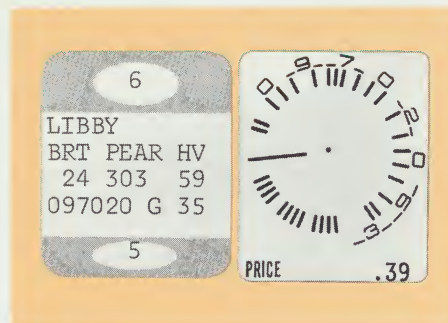
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# Rotomark<sup>®</sup> Optical Scanning by Monarch



## The elements of Rotomark EDP Systems

### The Rotomark Label

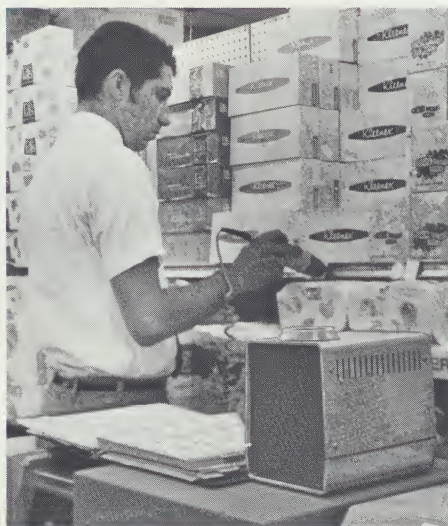
Rotomark labels are encoded on a special printer. The data bits are printed in circular fashion and represent as many as 18 digits. The printed data is "read" by the scanner; Rotomark labels are people readable as well.

### The Scanner and Controller

The optical scanner reads the encoded data on the label. The scanner is centered on the label, the optical scan is automatically triggered, and a light on the scanner indicates completion. Data is processed through the controller for recording on magnetic tape.



# Here's how the Rotomark Order Entry System works



Optical reading with Rotomark scanners automatically records stock order data on magnetic tape. The taped information is transmitted by telephone to a computer at a central warehouse.

Product identification labels on shelf moldings indicate reorder point for each classification of stocked merchandise. By checking unsold units, order clerk determines if reorder point has been reached.

Next to the product identification label is a self-adhesive Rotomark label. Circular data bits represent stock number, price, or data of your choice.

If item's reorder point has been reached, the scanner is placed on the label, the scanner reads the label, and the data is transmitted via the controller to the recorder. (Scan time is less than one-quarter of a second.) If more than one unit (case, carton, etc.) is wanted, the scanner is activated a second time.

After all reorders have been placed on the tape, the recorder is connected via telephone to a computer in the central warehouse for transmission of the data.



# Advantages of Rotomark Order Entry System



## Accuracy

Rotomark eliminates the errors inherent in manually entering ordered items, writing order list, or checking an order book. Rotomark establishes a standard of 100% accuracy.

## Speed

A 12-digit item can be recorded by Rotomark entry in one-quarter of a second, as compared to an average of 6 seconds for manual key-in.

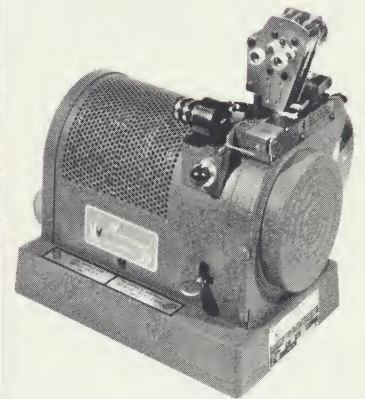
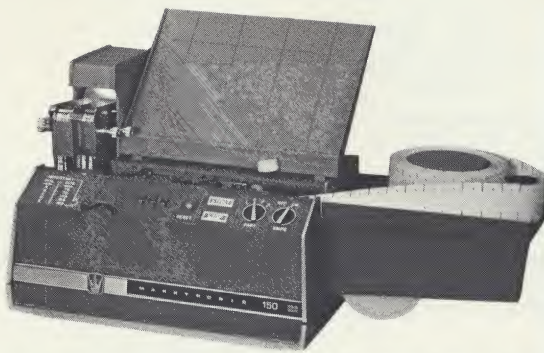
## Convenience

The Rotomark System eliminates all hand written orders. No need to use bulky order books or large decks of cards. The speed and accuracy of this system allow user time to more carefully plan his reorders, giving ample consideration to data feed-back from the system.

## Ease

Simplicity of the Rotomark Systems' design makes it easy to operate. Less labor is required when compared with tedious and time-consuming conventional order entry methods.





## About Monarch...

In 1890 Fred Kohnle founded the firm now known as Monarch Marking Systems, when he invented the first price ticket to mark soft goods. If one word were used to describe the company that grew from this very modest beginning, it would be stability. This is apparent in the business operation, product marketing and the caliber of personnel.

Monarch Marking Systems has specialized in the manufacturing and selling of marking machines and their supplies to small and large retail stores. Monarch has also been a major producer of automatic labeling units and custom-designed pressure-sensitive

labels for in-plant controls and product identification systems. The labels and label imprinting machines are used in all kinds of industry, including manufacturing, meat processing, hospitals, food catering, and baking.

Now Monarch Marking Systems is bringing the power of the computer to the sales floor with a new electronic unit capable of opening the way for EDP systems in retail establishments, as well as industry. ROTOMARK® EDP SYSTEMS, the trademark for Monarch's electronic data scanning system, is a proven device for order entry data collection.





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